

OLD MAIDS CAN REST ASSURED OF OLDER AGE

Ideal Age of Moving Picture Romance or Love Stories Is Twenty-Eight Years

(By Associated Press)
CHICAGO, June 13.—"Old maids" need hang their heads no longer.

The ideal age for a heroine of moving picture romance or of love stories generally is today 28 years, an age that only a few years ago was regarded by the general public as being a woman definitely in the ranks of confirmed spinsterhood. This is the conclusion made from a careful study of the 27,000 love stories which the lay public, amateurs from all walks of life, write for the scenario contest recently conducted by the Chicago Daily News. Representing not what scenario and magazine writers guess the public's choice to be, these manuscripts were first-hand information on the actual tastes of the people who buy books and who attend moving picture exhibitions.

"Sticking unity among the nationally scattered contestants upon the subject of the heroine's age is among the first things to be noted by the judges," said James Shryock, director of the contest today, announcing the facts as brought out by the competition. "It is too general to be accidental and represents undoubtedly a country-wide change in ideals."

Few of the heroines are in their teens, only a handful are in their very early 20s, the great majority are around 25 and 28, the authors seeming to regard this age as woman's best and woman as more beautiful, more poised and attractive than she has been previously. The judges decided that the age of the ideal heroine had been advancing steadily since 1870, when a girl of 16 or 17 was regarded as romantically perfect.

"The judges explain this by citing woman's entrance into industry, politics, education and by pointing out that woman today refuses to grow old and takes better and more intelligent care of her beauty than she did in the early periods. In the stories written by women, 80 per cent of the total, the heroines were on the average four to five years older than in the stories written by the men."

BUSINESS MEN NATION MEET IN INDIANAPOLIS

Junior Chamber of Commerce of United States Will Be in Session Three Days

(By Associated Press)
INDIANAPOLIS, June 13.—Men of national prominence in the business world will address the business sessions of the third annual convention of the United States Junior Chamber of Commerce, which is to be held in Indianapolis, June 14 to 17.

Business and pleasure will be combined, according to the tentative program, which calls for smokers, visits about the city and a boxing show. One thousand representatives of the various chambers of commerce are expected to attend the convention. They will represent 40 junior chambers.

Clarence H. Howard, of St. Louis, Mo., is scheduled to address the opening business session on June 15. Mr. Howard, who is said to be the originator of the junior chamber idea, will speak on the subject, "Mission of the United States Junior Chamber of Commerce."

George O. Wilson, Dallas, Tex., national president of the United States Chamber of Commerce; the Rev. Arthur Folsom, of Fort Wayne, Ind.; George M. Verity, Middletown, O.; Elliott H. Goodwin, resident vice-president of the chamber of commerce of the United States; Col. Alvin M. Owsley, director of the National Americanism Commission of the American Legion; and Col. Chas. R. Forbes, director of the United States Veterans' Bureau, are other speakers scheduled to address the meeting.

NOTICE TO OWNERS OF DOGS.

The ordinance requiring all dogs running at large to be muzzled has never been repealed or suspended and owners are warned that summary action will be taken to protect the public from the menace of rabies by disposing of all dogs found wandering over town without muzzles.

O. H. SMITH,
Chief of Police.

NOTICE
Notice of removal of principal office of Belcher Extension Mining Company.
Notice is hereby given that at a stockholders meeting held in Tonopah, Nevada, on April 12, 1922, a resolution was passed directing the removal of the company's principal office from Tonopah, Nevada, to Reno, Nevada, and the change was made immediately. The resident agent in charge is Thomas J. Lynch, and the office is located in Room 265, Nixon building, Reno, Nevada.
THOMAS J. LYNCH,
Secretary Belcher Extension Mining Company.
M23-30-36-13.

DECALOGUE FOR YOUNG DOCTORS FROM GENERAL

President's Physician Delivers Interesting Address at Medical Commencement

(By Associated Press)
PHILADELPHIA, June 13.—A decalogue for the young physician recently was presented by Brig. Gen. Chas. E. Sawyer, physician to President Harding, in delivering the commencement address at Hahnemann medical college.

The decalogue included these injunctions:

"Never lose sight of the fact that it is looking after the little things that make men great."

"Keep yourselves in touch with the active men and women and the practical needs and policies of the times."

"Don't forget that you actually owe to your community and to your country not only your presence, but your encouragement and support as well."

"As soon as you are permanently located seek out some promising young man to take your place in college."

"Be not known by how long your calling list is, but rather by end results."

"In your early years of practice adopt and execute a resolution to say all of no contemporary and to show motherly kindness for all."

"He who builds for the future is he who, unaffected by flattery, respects of numerous clients, stands for the principle of extra care and certainty of real service."

Remember, too, that printing department of The Bonanza is the most complete and up-to-date in the state of Nevada. No reservations or exceptions to this statement.

WOMEN DESIRE "ATMOSPHERE" ADVERTISEMENT

Advertising Clubs of World Hear Address from Woman Who Is Politician

(By Associated Press)
MILWAUKEE, June 13.—Women like "what may be termed atmosphere," in advertising, Mrs. Anna D. Olesen of Cloquet, Minn., candidate for the democratic nomination for United States senator from Minnesota, told the convention of the Associated Advertising Clubs of the World today.

She said that the modern woman demands not only utility, but also "beauty and comfort in order to have a home atmosphere equal to that of kings and queens a few centuries ago."

"When a merchant pays \$500 for an ad in a paper he wants to use the space to the best possible advantage," Mrs. Olesen said. "He may make it 30, 40, 50, 60 or 100 per cent efficient. The cost of the space is the same. It is the advertiser's business to say how it shall be made efficient."

"First, we want courtesy. Secondly, we want an appeal to our intelligence and not to our prejudices. Thirdly, we want to get a full and honest value for the price paid. It is a strong point with us, that a firm will refund us the purchase price of anything bought, if it does not prove satisfactory."

"Not all the advertising is in print. Courtesy, promptness of service, forethought of personal comfort, such as drinking fountains and rest rooms, have their value. The simple fact of placing a product before the eyes of people on paper will undoubtedly make sales, however."

"The sign that says, 'It ain't toothache—it is tobacco' is grotesque. It injures the sense of beauty, art and proportion. Five or six miles from a large city at the turn or bend of the road there is apparently a large book, telling in a few sentences the history of the city we are approaching. Though it says very little about the tire it advertises, we feel as we are passing by, that this manufacturer is interested in our welfare; he has given us some worth while information; he has appeal to our intelligence."

"A cordial smile and a handshake is necessary for the success of a small cross road store; it is equally necessary to carry that principle of cordial service into large organizations. Service pays, and advertising which renders public service also pays."

"Women do most household buying from the retailer. They are natural bargain hunters and are more impressed with what they read than men."

"Most of the failures in advertising are due to overstating the merits of the product, while others are due to understating its real value. Therefore, the advertiser must fully understand what he is advertising, and then present the facts as they are."

The Bonanza is not afraid and does print all the news. Better subscribe now and keep posted on the happenings of the day, both graph and local, hot off the pan, read the Daily Bonanza. Delivered at your door for \$1 a month.

J. R. Masterson & F. H. Hadley
Physicians and Surgeons
Suite 816 Chronicle Building
Corner Market and Kearney
Phone Douglas 4926 San Francisco

Joseph T. Murphy
ATTORNEY-AT-LAW
Room 310 State Bank Bldg
TONOPAH, NEVADA

BISHOP STAGE

Leaves Tonopah
Monday and Thursday
Leaves Bishop
Tuesday and Friday
Arrives Tonopah
Tuesday and Friday
Arrives Bishop
Monday and Thursday

FARE \$10.00

FREE EMPLOYMENT OFFICE

In connection with stages to Bishop, Manhattan, Round Mountain. The public is invited to take advantage of this service.

OFFICE NEXT PALACE HOTEL

HARRY C. STIMLER & CO.
BROKERS
Represented on the Following Exchanges:
NEW YORK STOCK EXCHANGE
NEW YORK CURB
CHICAGO STOCK EXCHANGE
SAN FRANCISCO STOCK EXCH.

We guarantee Prompt and Accurate Service. We solicit a share of your Patronage.

OFFICE: MIZPAH HOTEL, TONOPAH NEVADA


The Unique
Our Spring showing of
Ladies Wearing Apparel
is larger and better than on former seasons.
We invite Your Inspection
The latest modes from the New York market are selected with the utmost care for you.
The Unique

OPEN FOR BUSINESS
TONOPAH CLUB
Headquarters for All Sporting Events
IF HE IS IN TOWN YOU WILL FIND HIM HERE
TONOPAH CLUB
NICK ABELMAN CHAS. BROWN

This illustration of the New Queen Broom Holder will give you an idea of how handy and simple it really is—No home is complete without this practical, convenient device. We have one for your home and want you to call and receive this useful household necessity with our compliments.
Sincerely,
Tonopah Hardware Co.
Kindly bring this card.

Keep Posted on Mining
BY SUBSCRIBING FOR
TONOPAH MINING REPORTER
Official Mining and Financial Publication of Southern Nevada, and having the endorsement of mining men and investors generally.
ISSUED WEEKLY BY TONOPAH BONANZA PRINTING COMPANY, INC.
Only truthful and accurate accounts of mining and milling conditions are contained in the published reports.
TERMS OF SUBSCRIPTION:
Yearly, \$5.00; Six Months, \$3.00; Three Months, \$1.50. Payable in Advance.
Address all Communications to
TONOPAH MINING REPORTER
Drawer LL, Tonopah, Nevada

RAISED HIGH
—baked a light brown on top—ready to melt in your mouth—that's Calumet biscuits every time; it's the same story of everything in which
CALUMET BAKING POWDER
is used. It never varies, fails or disappoints. Under every condition—it produces the best biscuits, pies, cakes, muffins, etc.
Don't put up with the disappointments that come from using ordinary baking powders—it isn't necessary—buy and use Calumet the pure and sure brand.



A pound can of Calumet contains full 16 oz. Some baking powders come in 12 oz. cans instead of 16 oz. cans. Be sure you get a pound when you want it.


I'd walk a mile for a Camel

The pleasure is worth it. There's no substitute for Camel quality and that mild, fragrant Camel blend.

The fellow who smokes Camels, wants Camels. That's because Camels have a smoothness, a fragrance and a mildness you can't get in another cigarette.

Don't let anyone tell you that any other cigarette at any price is so good as Camels.

Let your own taste be the judge. Try Camels for yourself. A few smooth, refreshing puffs and you'd walk a mile for a Camel, too.



Camel
R. J. REYNOLDS Tobacco Co.
Winston-Salem, N. C.